

Sergeant's Pet Care Products Inc in Pet Care (USA)

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Abstracts

Sergeant's Pet Care Products Inc, one of America's oldest and most respected providers of pet supplies, has positioned its portfolio of pet healthcare products, supplies and foods at the affordable end of the market. Generic alternatives to popular pet health medications (particularly flea and tick treatments) have been a core element of the company's US strategy, representing the bulk of US sales. In 2012, the company was acquired by Perrigo Company, a manufacturer of private label and store...

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